



Wisconsin Conservation

**Voices**



**2022 Annual Report**



BRINGING PEOPLE TOGETHER  
TO **PROTECT** THE  
**WISCONSIN**  
WE **LOVE.**



# NATIVE VOTE 2022

This year's Wisconsin Native Vote program was notable for deeper partnerships with tribal governments and leaders than ever before, engagement of artists and influencers, and thousands of one-on-one conversations with voters.

Ultimately, the work of Native Vote led to high voter turnout in tribal communities. In a year when overall turnout declined by 2.7 percent from 2018 in Wisconsin, turnout in Native communities remained steady.

The Native Vote team worked with 10 of the 11 federally recognized tribes in Wisconsin. We engaged tribal leaders as spokespeople and worked with tribal governments to reach their members through mail, newsletters, and events. We engaged artists and influencers, including commissioning a prominent Ojibwe/Ho-Chunk artist to create a mural in Milwaukee and creating a video with Native Milwaukee Bucks player MarJon Beauchamp to promote voting.

Our team also knocked on 4,500 doors in tribal communities, distributing voter information and gift bags. We educated voters through mail and social services, placing voter education literature in 500 tribal pharmacy boxes and 2,750 elder food boxes. Through our close partnerships with tribal governments, we helped multiple nations mail a total of 46,000 pieces to their members – reaching 23,000 households.

Finally, we focused on uplifting the voices and images of tribal leaders and community members, building on the pride Native people feel about their culture and people. We put up nine billboards featuring respected community members who represented veterans, elders, water walkers, and youth. We used those same images in mail pieces and made video and digital ads featuring tribal leaders that were viewed over 640,000 times.

From the summer pow wow circuit to the mural unveiling to door-knocking, the Native Vote team connected with voters about the issues they care about and helped make sure voters made it to the polls. We are so proud of the impact of Native Vote on voter turnout and the ability of this program to celebrate Wisconsin's Native American cultures and people!



## CLEAN DRINKING WATER

Wisconsin Conservation Voters' members and impacted community leaders have worked for more than two years to create Wisconsin's first PFAS-specific water standards to protect the health of our communities, which were adopted by the Natural Resources Board and a legislative committee in the spring.

These PFAS rules are a significant step toward making sure all Wisconsinites have access to clean, safe drinking water. For the first time ever, community testing standards will make sure fewer people in Wisconsin have to worry that the water coming from their taps will make them or their children sick.

These PFAS standards could not have passed without the work of conservation voters who volunteered hours, signed petitions, showed support at events, and testified at hearings to urge leaders to take this action.

# CLIMATE JUSTICE

Conservation voters helped pass the largest investment in climate action ever with the signing of the Inflation Reduction Act, putting the country on the path to cutting climate pollution 40 percent by 2030. Through the Justice40 initiative, for the first time in our nation’s history, the federal government has made it a goal that 40 percent of the overall benefits of certain federal investments will flow to communities that are marginalized, underserved, and overburdened by pollution.

In Wisconsin, our efforts helped create Governor Tony Evers’ Clean Energy Plan, which constitutes the strongest roadmap to climate justice and clean energy in Wisconsin history. The plan invests in clean energy workforce development at home that will lift us all – especially communities most impacted by climate change – and it lays out a road map for job training programs and estimates that over 40,000 new jobs will be created by 2030.

The Clean Energy Plan builds on our ongoing efforts to transition Wisconsin to 100 percent clean energy by 2050. It will aid the local clean energy resolutions we have helped pass in county and city governments across the state in places like Eau Claire, Menomonie, and Green Bay.

People from across Wisconsin – with conservation voters at the forefront – powered these incredible achievements. You volunteered hundreds of hours, showed support at events, and successfully lobbied elected leaders to make these climate victories possible!



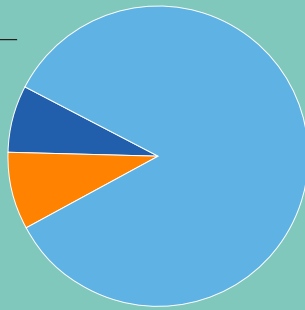
## FINANCIAL SUMMARY FOR FISCAL YEAR 2022

(January 1, 2022 - December 31, 2022)

### Expenses

Program	\$1,146,958
Fundraising	\$95,178
Management	\$112,678

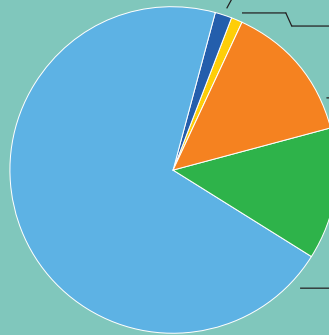
**Total: \$1,354,814**



### Income

Partner Groups	\$25,250
Corporations & Other	\$13,884
Individuals	\$212,861
LCVEF	\$200,000
Foundations	\$1,069,150

**Total: \$1,521,145**



### BOARD OF DIRECTORS LEADERSHIP

- Joel Rivlin, *President*
- Claire Westlund, *Vice President*
- Roger Larson, *Secretary/Treasurer*

### CHIEF ADMINISTRATIVE PERSONNEL

- Anjali Bhasin, *Civic Engagement Director*
- Natalie Harburn, *Operations Director*
- Seth Hoffmeister, *Deputy Director*
- Kerry Schumann, *Executive Director*
- Jennifer Williamson, *Development Director*





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*Wisconsin Conservation  
Voices is a proud member  
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### GREEN BAY

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Green Bay, WI 54301

### MADISON

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Madison, WI 53703

### MILWAUKEE

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Milwaukee, WI 53205

[www.conservationvoices.org](http://www.conservationvoices.org)

This annual report is available to the public on the Wisconsin Conservation Voices website.